

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105617  
**Alt Order #:** 06843267  
**Product Desc:** OBAMA SKED A  
**Estimate:** 1621  
**Flight Dates:** 08/17/12 - 08/23/12  
**Original Date / Rev:** 08/16/12 / 08/16/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/23/12	41	\$45,750.00	\$38,887.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	41	\$45,750.00	\$38,887.50	0.00
<b>Totals</b>	<b>41</b>	<b>\$45,750.00</b>	<b>\$38,887.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	28%	\$45,750.00
Market	100%	\$163,392.86

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$49,017.86
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$32,678.57
KTUD	1%	\$1,633.93
KVVU	15%	\$24,508.93
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$9,803.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWTF--			2		\$400.00		0.00				

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$400.00		0.00						
E 2	KSNV	08/17/12	08/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$700.00		0.00						
E 3	KSNV	08/17/12	08/23/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$1,400.00		0.00						
E 4	KSNV	08/17/12	08/23/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$500.00		0.00						
E 5	KSNV	08/17/12	08/23/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$325.00		0.00						
E 6	KSNV	08/17/12	08/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$325.00		0.00						
E 7	KSNV	08/17/12	08/23/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$425.00		0.00						
E 8	KSNV	08/17/12	08/23/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$425.00		0.00						
E 9	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$700.00		0.00						
E 10	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$600.00		0.00						
E 11	KSNV	08/17/12	08/23/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/12	08/23/12	MTWTF--	2		\$1,000.00		0.00						
E 12	KSNV	08/20/12	08/20/12	Mon PR 9-10p Monday Prime 9-10pm	CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$2,300.00		0.00						
E 13	KSNV	08/20/12	08/20/12		CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 9-10p Monday Prime 9-10pm STARS EARN STRIPES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 M----- 1 \$2,300.00 0.00															
E 14	KSNV	08/21/12	08/21/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AGT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$4,000.00 0.00															
E 15	KSNV	08/21/12	08/21/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
IOVE IN THE WILD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -T----- 1 \$2,000.00 0.00															
E 16	KSNV	08/22/12	08/22/12	Wed PR 8-9p Wednesday Prime 8-9pm	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
AGT (R) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 --W---- 1 \$2,400.00 0.00															
E 17	KSNV	08/22/12	08/22/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 --W---- 1 \$3,200.00 0.00															
E 18	KSNV	08/23/12	08/23/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$2,100.00	1	0.00	NM	1	\$2,100.00
ROCK CENTER W/B. WILLIAMS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 ---T--- 1 \$2,100.00 0.00															
E 19	KSNV	08/18/12	08/18/12	Sat PR 8-9p Saturday Prime 8-9pm	CM	8-9pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
NBC ENCORES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 1 \$1,300.00 0.00															
E 20	KSNV	08/18/12	08/18/12	Sat PR 9-11p Saturday Prime 9-11pm	CM	9-11p	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
STARS EARN STRIPES (R) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S- 1 \$2,000.00 0.00															
E 21	KSNV	08/17/12	08/23/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/17/12 08/23/12 MTWTF-- 2 \$1,100.00 0.00															
E 22	KSNV	08/17/12	08/23/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/17/12 08/23/12 MTWTF-- 3 \$425.00 0.00															
E 23	KSNV	08/17/12	08/23/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$225.00	1	0.00	NM	3	\$675.00
LATE NIGHT W/JIMMY FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/17/12 08/23/12 MTWTF-- 3 \$225.00 0.00															
E 24	KSNV	08/19/12	08/19/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
NFL INDIANAPOLIS @ PITT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -----S 2 \$3,200.00 0.00															
													Totals	41	\$45,750.00